

## ORDER



**KSNV**

Orders	Order / Rev:	1044013
	Alt Order #:	06832079
	Product Desc:	HELLER FOR SENATE

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Deen for U.S. Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	116	\$62,510.00	\$53,133.50

### Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	116	\$62,510.00	\$53,133.50	0.00
Total	116	\$62,510.00	\$53,133.50	0.00

### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	Seattle	North America	Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
KSNV	29%	\$62,510.00
Market	100%	\$215,551.72

### Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$56,043.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$38,799.31
KTUD	1%	\$2,155.52
KVVU	24%	\$51,732.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,311.03

Order / Rev: 104401  
 Alt Order #: 06832079  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/19/12	09/21/12	M-F	5-6a	WakeUp w/WagM	5-6a		--WTF--	:30	3	\$185.002	0.00	NM		3	\$555.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 2	KSNV	09/24/12	09/25/12	M-F	5-6a	WakeUp w/WagM	5-6a		MT-----	:30	2	\$185.002	0.00	NM		2	\$370.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 3	KSNV	09/24/12	09/25/12	M-F	6-7a	WakeUp w/WagM	6-7a		MT-----	:30	2	\$450.002	0.00	NM		2	\$900.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 4	KSNV	09/19/12	09/21/12	M-F	6-7a	WakeUp w/WagM	6-7a		--WTF--	:30	3	\$450.002	0.00	NM		3	\$1,350.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 5	KSNV	09/19/12	09/19/12	Today Show		CM	658a-9am		--W----	:30	2	\$550.002	0.00	NM		2	\$1,100.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 6	KSNV	09/20/12	09/21/12	Today Show		CM	658a-9am		---TF--	:30	2	\$550.002	0.00	NM		2	\$1,100.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 7	KSNV	09/24/12	09/24/12	Today Show		CM	658a-9am		M-----	:30	1	\$550.002	0.00	NM		1	\$550.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 8	KSNV	09/25/12	09/25/12	Today Show		CM	658a-9am		-T-----	:30	2	\$550.002	0.00	NM		2	\$1,100.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 9	KSNV	09/24/12	09/25/12	M-F	Today Show II	3rd HOM	9-10a		MT-----	:30	2	\$200.002	0.00	NM		2	\$400.00
TODAY II																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 10	KSNV	09/19/12	09/21/12	M-F	Today Show II	3rd HOM	9-10a		--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00
TODAY II																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 11	KSNV	09/19/12	09/21/12	M-F	Today Show III	4th HOM	10am-11am		--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00
TODAY III																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 12	KSNV	09/24/12	09/25/12	M-F	Today Show III	4th HOM	10am-11am		MT-----	:30	2	\$200.002	0.00	NM		2	\$400.00
TODAY III																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 13	KSNV	09/24/12	09/25/12			CM	11am-12pm		MT-----	:30	2	\$200.002	0.00	NM		2	\$400.00

Order / Rev: 104401  
 Alt Order #: 06832079  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$200.00		0.00			
E 14	KSNV	09/19/12	09/21/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00
				Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF---		3				\$200.00		0.00			
E 15	KSNV	09/19/12	09/21/12	Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$275.00		0.00			
E 16	KSNV	09/24/12	09/25/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$275.00		0.00			
E 17	KSNV	09/24/12	09/25/12	The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$200.002	0.00	NM		2	\$400.00
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$200.00		0.00			
E 18	KSNV	09/19/12	09/21/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$200.00		0.00			
E 19	KSNV	09/19/12	09/21/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$275.00		0.00			
E 20	KSNV	09/24/12	09/25/12	Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$275.00		0.00			
E 21	KSNV	09/24/12	09/25/12	The Doctors	CM	2pm-3pm	MT-----	:30	2	\$175.002	0.00	NM		2	\$350.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$175.00		0.00			
E 22	KSNV	09/19/12	09/21/12	The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$175.002	0.00	NM		3	\$525.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$175.00		0.00			
E 23	KSNV	09/19/12	09/21/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$300.002	0.00	NM		3	\$900.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$300.00		0.00			
E 24	KSNV	09/24/12	09/25/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.002	0.00	NM		2	\$600.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$300.00		0.00			
E 25	KSNV	09/24/12	09/25/12		CM	4-430p	MT-----	:30	2	\$350.002	0.00	NM		2	\$700.00

Order / Rev: 104401  
Alt Order #: 06832079  
Flight Dates: 09/19/12 - 09/25/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: **HELLER FOR SENATE**  
Estimate:

KSJV

Order / Rev: 104401  
 Alt Order #: 06832079  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: .

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$750.00		0.00			
E 38	KSNV	09/20/12	09/20/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1				\$750.00		0.00			
E 39	KSNV	09/19/12	09/21/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$250.00	2	0.00	NM	3	\$750.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$250.00		0.00			
E 40	KSNV	09/24/12	09/25/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$250.00	2	0.00	NM	2	\$500.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$250.00		0.00			
E 41	KSNV	09/22/12	09/23/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----SS		2				\$750.00		0.00			
E 42	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$200.00		0.00			
E 43	KSNV	09/22/12	09/22/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$325.00		0.00			
E 44	KSNV	09/22/12	09/22/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$275.00	2	0.00	NM	1	\$275.00
				News 3 Today - SAT											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$275.00		0.00			
E 45	KSNV	09/22/12	09/22/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$350.00	2	0.00	NM	2	\$700.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		2				\$350.00		0.00			
E 46	KSNV	09/22/12	09/22/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
				WKND Jeop/Wheel											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$350.00		0.00			
E 47	KSNV	09/22/12	09/22/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				Saturday Night Live											
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$750.00		0.00			
E 48	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$185.00	2	0.00	NM	1	\$185.00
				News 3 Sunrise SUNDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$185.00		0.00			
E 49	KSNV	09/23/12	09/23/12	CM	7a-8am	-----S	:30	1	\$625.001	2	0.00	NM	1	\$625.00	

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Product Desc: HELLER FOR SENATE  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sunday Today											
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/17/12	09/23/12	-----S		1			\$625.00						
E 50	KSNV	09/23/12	09/23/12	Meet the Press	CM	8a-9am			-----S	:30	1	\$3,000.00	1	0.00	NM
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/17/12	09/23/12	-----S		1			\$3,000.00						
E 51	KSNV	09/23/12	09/23/12	News 3 Today	Wknd	CM	9a-930am		-----S	:30	1	\$250.00	2	0.00	NM
				News 3 Today											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/17/12	09/23/12	-----S		1			\$250.00						
E 52	KSNV	09/23/12	09/23/12	Chris Matthews 9:30AM	CM	9:30a-10a			-----S	:30	1	\$250.00	2	0.00	NM
				Chris Matthews SUN 9:30am											
				CM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/17/12	09/23/12	-----S		1			\$250.00						
E 53	KSNV	09/23/12	09/23/12	NFL Football	CM	1P-9PM			-----S	:30	1	\$8,000.00	2	0.00	NM
				NFL Football											
				SNF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/17/12	09/23/12	-----S		1			\$8,000.00						
E 54	KSNV	09/23/12	09/23/12	NFL End of Game Break	CM	1p-9p			-----S	:30	1	\$6,500.00	2	0.00	NM
				NFL End of Game Break											
				POSTGAME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/17/12	09/23/12	-----S		1			\$6,500.00						
E 55	KSNV	09/23/12	09/23/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a			-----S	:30	1	\$200.00	2	0.00	NM
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 09/17/12	09/23/12	-----S		1			\$200.00						